



# HAIR LORE

HOLISTIC HAIR CARE

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Cover and interior design: Erika Gittinger

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## HAIR LORE • Holistic Hair Care

by Maria Erika Gittinger

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# HAIR LORE

## HOLISTIC HAIR CARE

by ERIKA GITTINGER

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Healthy Hair & Crown Chakra

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'The purpose of  
knowledge is action,  
not knowledge.'  
Aristotle

## HAIR LORE • Holistic Hair Care

### HAIR WISDOM • HAIR, OUR CROWN, GLORY & POWER

Traditionally we let our hair grow long. Our grandmothers and great grandmothers grew their hair long and cared for their hair naturally. Indigenous tribes consider hair as a sacred part of the body and see hair as a source of power and strength. Relying on their innate wisdom they use plants and herbs from Nature's garden. Hair teachings are passed on from generation to generation. The Red Yao women of Huangluo village, who live in tune with Nature, are known for their long and lustrous black hair. Grey hair is unknown in the community.

### FROM TRADITIONAL TO INDUSTRIAL HAIR CARE

#### HAIR CARE • Private to Public • The Rise of the Industry

Traditionally hair care and hairdressing was done privately by family, friends or a maid. 'Commercial beautifying was considered as a 'vulgarizing calling'.' Public women were seen as prostitutes; the practices of hair dyeing and makeup was regarded immoral, not appropriate for respectable women.

Industrialization, 'development' and modernization transformed society including the work unit of the family. Feminism changed the way women view and thought about themselves and helped transform prostitution practices into an expected part of feminine grooming.

Women now 'wanted' and 'needed' jobs as they were moved from private into the public world. What once was considered immoral and vulgar became respectable in the modern 'civilized' world.

#### BEAUTY CULT-URE • The Church of Beauty • Beauty Rituals

Beauty, cosmetic and hair companies were created by the 'liberated' women. Their advertising consisted of conversation and socializing.

'Businesses transformed the personal cultivation of beauty—the original meaning of the expression "beauty culture"—into a culture of shared meanings and rituals.'

Kathy Peiss

## BEAUTY IDEA(L) & STYLE • BUSINESS OPPORTUNITY

‘Beauty draws us with a single hair.’ Alexander Pope

Convince women to reject their natural self and beauty and become an imitation of a created beauty image.

We have been manipulated and conditioned to believe someone else’s standard of beauty, which does not even exist in reality.

‘The Rites of Beauty offer to sell women back an imitation of the light that is ours already, the central grace we are forbidden to say that we see.’

Naomi Wolf

## MASS MEDIA • DARK MAGIC

Illusions for Sale through Delusion

Distortion of Reality, Self & Body Image

‘In the factory,  
we make cosmetics.

In the store, we sell hope.’

Charles Revson

Corporations use mass media,  
• Goddess of ‘Medea of the many spells •  
to pursue women to embody unrealistic,  
fake (photoshopped & filtered) images  
created by them for deception.

‘Ladies of Fashion starve their happiness to feed  
their vanity, and their love to feed their pride.’

Charles Caleb Colton

‘A century and a half after its birth, the modern business corporation, an artificial person made in the image of a human psychopath, now is seeking to remake real people in its image.’

Joel Bakan

## SHAPING IDEAS, INFLUENCING BEHAVIOR

'The lens, that allegedly impartial eye, permits all possible distortions of reality... The importance of photography lies not only in the fact that it is a creation, but above all in the fact that it is one of the most effective means of shaping our ideas and influencing our behavior.'

Gisele Freund

## HAIR DRESSERS • 'Artistes in Hair'

Some hair dressers lack training and practice in hairdressing and nutrition (most of them rely on junk food), even though nutrition plays a key role in hair health and well-being. Going to a hairdresser had become a ritual and a risk.

## EMPOWERMENT TO ENSLAVEMENT

BIG BEAUTY took over the small businesses created by the 'liberated' women and used them as building blocks to create business empires.

## HAIR CARE • HAIR SCARE

### TOXIC, UN-NATURAL HAIR CARE PRACTICES & PRODUCTS

Hair is a result of a continuous process; healthy hair of a balanced and healthy; unhealthy hair of an unbalanced, unhealthy lifestyle & nutrition.

Expensive and harmful practices like dyed, ironed, straightened hair, laminated eyebrows, false eyelashes, painful hair removal and synthetic products have been 'normalized' using exploitative and predatory advertising. Many 'natural' labeled products are NOT at all natural.

### HAIR & HEALTH DISEMPOWERMENT • learned helplessness

Such unhealthy and abusive practices and products not only caused physical and psychological damages, but also disconnected us from our natural self, beauty and life. Our power, strength and vitality was replaced with guilt, shame and insecurity. Our life was turned into suffering and struggle.



## HAIR EMPOWERMENT

### HAIR LORE • Holistic Hair Care

is a Manual for natural healthy hair care, and a balanced crown chakra.

HAIR LORE is a holistic guide to hair care. The secret of naturally beautiful hair lies in embracing Nature's gift, our natural locks. Letting go of synthetic chemicals and replacing unnatural, unhealthy practices with holistic practices, herbs, balanced lifestyle and nutrition our hair will bloom.

NATURAL HAIR CARE • Aromatherapy, Ayurvedic and Taoist practices, TCM, daily scalp and hair care, rituals, natural hair care tools, hair oils, herbs, herbal recipes and remedies, herbal home spa and wellness. Holistic approach and tips on hair coloring, cutting and styling. Hair nourishment • nutrition, vitamins, minerals, recipes.

BODY HAIR • natural eyebrows, eyelashes and hair removal.

SPIRITUAL WELLNESS • Hair is an extension of the Crown Chakra, a connection to the Higher Self and the Universe. Enhance your spiritual well-being through your hair; awaken and balance the Crown Chakra.

HAIR-WISE • Empowering ourselves, through our hair, we can take back our stolen control over our hair, health and life.

Written again in my unusual style, Hair Lore is filled with essential information (simple and clear explanations), interesting facts, holistic practices and tips for your everyday life.

Everyone should own a Holistic Hair Care Manual. Hair is a barometer of overall health, life and well-being. Knowledge is power and empowering.

‘To be beautiful means to be yourself.  
You don't need to be accepted by others. You  
need to accept yourself. When you are born a lotus  
flower, be a beautiful lotus flower, don't try to be a  
magnolia flower. If you crave acceptance and  
recognition and try to change yourself to fit  
what other people want you to be, you will suffer  
all your life. True happiness and true power lie in  
understanding yourself, accepting yourself,  
having confidence in yourself.’

Thich Nhat Hanh

